

Group 3

Public information

Stakeholders' consultant focus

Community leaders – Not membership oriented – broad based (focus as stakeholder)

Leadership (Descending)

- **Community Based Organizations**
- **NAACP (National Association for the Advancement of Colored People)**
- **Urban League**
- Radio Stations (targeted stations for audiences)
- Public Access TV (Warner Cable)
- Public information meetings (In community meeting places)
- Community News Papers (Customized messages for the different communities)
 - Spanish/Hispanic
 - African American
 - Hmong
- Elected Officials
 - E-mail
 - One-on-one meetings
 - Telephone calls
- Central Piece: Fact Sheet (Traffic, Business, Labor) including all of the key information about the projects' area.
- Telephone
 - Toll free "211" Community resource telephone (Social Service Link)
 - 1-800 Hotline
- Door-to-door campaign (Brochure: Different Languages)
- Refrigerator Magnet with telephone number contacts (*for all programs*)

Measures

Number of calls on toll free 211 and 1-800 telephone lines

Number of flyers distributed

Recipients count callers "how did you hear"